

What is claimed is:

- 1 1. A method of producing holographic iridescent film comprising the steps of:
 - 2 applying an adhesion coating upon a corona or plasma treated iridescent film;
 - 3 and
 - 4 holographically embossing said adhesion coating.
- 1 2. The method of Claim 1, further including the steps of thermosetting said holographically embossed adhesion coating.
- 1 3. The method of Claim 2, further including the step of applying a high-resolution index (HRI) coating to the thermo-set holographically embossed adhesion coating.
- 1 4. The method of Claim 1, where in the applying step is carried out by plasma treatment in a vacuum.
- 1 5. The method of Claim 1, wherein the applying step is carried out by a water based and UV cured print treatment.